

**ABSTRACT OF THE DISCLOSURE****PROMOTING CALLER VOICE BROWSING IN A HOLD QUEUE**

5       A method, system, and program for promoting caller voice  
browsing while a caller is waiting in a hold queue are provided.  
At least one web page is selected for voice browsing by a  
particular caller waiting in a hold queue. The particular caller  
may be offered an incentive to voice browse the at least one web  
10       page, such that an on hold system housing the hold queue may  
promote voice browsing of specific web pages. Incentives may be  
in the form of points that are redeemable by the caller, for  
example, for adjustments in position within the call queue. In  
addition, the identity of the caller is preferably authenticated  
15       and a caller profile accessed according to the authenticated  
caller identity. Voice browsing web page selections may be  
tailored for the caller according to the caller profile.